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Monday, September 30, 1985

C2710-1

Advertising Age

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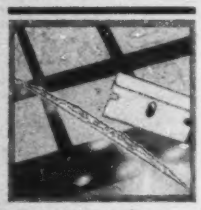
Cocaine: Equal opportunity for addiction



Second of two parts.

Feds eye coke link in Landau case. P. 64
No coke epidemic, say top shops. P. 68
Baseball's coke trial raises concern. P. 70

By JOSEPH M. WINSKI

Here's something else you've come a long way in, baby: Cocaine abuse.

In advertising and other fields, there are signs that cocaine use among women not only is growing, but growing rapidly.

Two years ago, when the 800-COCAINE Helpline began operating in Summit, N.J., one of every four callers was a woman. Today, women account for about half of the 900-to-1,500 calls received daily from people with cocaine problems, a Helpline spokesman says.

Specific numbers on over-all cocaine use by women aren't available, but drug-abuse experts say the 50% figure probably holds across the board. That is, about half the estimated 5 million-to-6 million people who regularly use cocaine are women.

This is believed to represent a rapid rise in use—and abuse—among women in the last few years. Experts attribute the increase partly to the influx of women into the workplace, where exposure to cocaine is more likely. In addition, heightened career aspirations among women have introduced them to the kinds of frustrations and pressures that make the physical and mental "lift" provided by cocaine all the more tempting.

Cocaine dependency poses different problems for women than it does for men, the experts say. One obvious area of concern is cocaine's effect during pregnancy. A study published earlier this month by doctors at Northwestern University Medical School found that women who used cocaine during pregnancy suffered more spontaneous abortions and suggested that their children are more likely

(Continued on Page 62)

PM-GF combine would top the advertiser list

New York—Philip Morris Inc.'s announcement last week of its intention to acquire General Foods Corp. will create the nation's largest consumer-products company and possibly its largest advertiser.

Chairmen of both companies said Sept. 27 they would urge their respective boards to approve the merger this week. Several days after PM approached the company, GF management accepted a $120-per-share bid for a total price of $5.7 billion.

The deal will combine two companies that last year had total worldwide sales of $22.8 billion ($13.8 billion from PM and $9.02 billion from GF), and a combined ad budget of $1.02 billion ($570 million from PM and $450 million from GF).

This surpasses the newly completed acquisition by R.J. Reynolds Industries of Nabisco Brands, which created a $19.2 billion worldwide company. Those two last year spent a total of $1.01 billion in advertising ($678 million for RJR and $335 million for Nabisco Brands).

Final 1985 ad figures will determine if PM thus has denied archrival RJR a place in the sun as the nation's leading national advertiser. (The 1984 leader was Procter & Gamble with $872 million.)

A look at the agency rosters of PM and GF indicate few apparent client conflicts. Most at risk, observers believe, is Young & Rubicam. Y&R is a major GF agency, and also serves RJR as agency for Canada Dry and Kentucky Fried Chicken. RJR is known to have a strict agency-conflict policy regarding other tobacco companies, even though the products involved may not compete.

Other agencies for GF include Ogilvy & Mather; Grey Advertising; Ted Bates Advertising, and D'Arcy Masius Benton & Bowles. Philip Morris' major shops are Leo Burnett USA; Backer & Spielvogel, and Wells, Rich, Greene.

Terms of the deal, apparently concluded as Hurricane Gloria roared through the Northeast last week, indicate GF will operate as a separate company within Philip Morris. GF chairman James Ferguson will become vice-chairman of PM.

The acquisition of a company the size of GF is a clear signal that no publicly held package-goods marketer is immune to a takeover bid.

With Nabisco recently acquired by RJR and Carnation Co. in Swiss-based Nestle's fold, size apparently is not a key issue in today's frenzied search for established brand names in the U.S. (AA, Sept. 23).

Among the names of other companies bandied about

(Continued on Page 94)

Bottlers say margins as high as 9 to 1

Classic laps new Coke

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An Advertising Age roundup

Coca-Cola Classic, the old American favorite, is beating the reformulated Coke hands down in almost all markets across the U.S., according to an informal survey of bottlers by Advertising Age.

Only one bottler contacted by AA, Coca-Cola Bottlers of Detroit, reported new Coke selling better than Classic. In some markets, the old favorite was ahead by a 9-to-1 margin.

Officials at Coca-Cola USA in Atlanta said they are giving the marketplace 60 to 90 days to settle down before looking for a definite trend. They also suggested that with the new megabrand strategy, sales of new Coke versus Classic is not an issue. The company brought original formula Coke Classic to market last summer following consumer protests after the company reformulated the 99-year-old drink.

An exec at Coca-Cola Bottling Co. of New York said he was rooting for the new taste because it was the best hope for regaining share that Coca-Cola has lost to rival Pepsi-Cola over the last two decades.

In New York, the old favorite is ahead by a 2-to-1 margin. In blind taste tests, consumers pick the new taste, but when the blindfold is removed, they go for Classic, an offi-

(Continued on Page 96)

A-B pops Baybry's as its cooler

By SCOTT HUME

Anheuser-Busch, the nation's leading brewer, will announce Oct. 3 that it will test in San Francisco a "cooler" beverage marketed under the brand name of Baybry's, sources said last week.

St. Louis-based A-B has held off entering the fast-growing, $350 million cooler segment of the beverage industry while it searched for something more than a "me-too" product.

Although details were scarce last week, sources said Baybry's is not a

(Continued on Page 92)

Last Minute News

Joint-venture brew to be named Masters III

Alexandria, Va.—Masters Brewing Co. will announce this week that its first beer will be named Masters III. The label is said to bear medallions depicting the founders of the three breweries that have created Masters Brewing under a joint venture (AA, Aug. 5): Adolph Coors (Adolph Coors Co., Golden, Colo.), John Molson (Molson Cos., Toronto) and Prince Ludwig II of Bavaria (Kaltenberg Castle brewery, Kaltenberg, West Germany). Coors already is brewing the beer. Molson will handle marketing, and sources named Dancer Fitzgerald Sample, New York, U.S. agency for Molson Golden, as most likely to get the Masters Brewing account.

Beatrice eyes new agency on County Line

Chicago—Beatrice Cos. is reviewing its $5 million County Line cheese account, now at D'Arcy Masius Benton & Bowles. Bozell & Jacobs and "a few other Beatrice agencies" are pitching the account, sources say. The product is in the process of going national (AA, Aug. 5).

Jack in the Box revives review

San Diego—Jack in the Box has reopened the review of its $20 million account (AA, Sept. 9) to HCM and Tatham-Laird & Kudner, both Chicago; TBWA, St. Louis; Marschalk Co., San Francisco, and W.B. Doner & Co., Southfield, Mich. Incumbent Wells, Rich, Greene/West, also is taking part. A decision is expected in mid-October.

(Continued on Page 8)

NEWSPAPER

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HIGHLIGHTS

Busch forecast: Coolers 1
Anheuser-Busch, the nation's leading brewer, will announce Oct. 3 that it will test in San Francisco a "cooler" beverage marketed under the brand name of Baybry's. A-B held off on the fast-growing cooler segment while it searched for something more than a "me-too" product.

A Classic triumph 1
Coca-Cola Classic is beating the reformulated Coke hands down in most U.S. markets, according to an informal nationwide survey of bottlers by Advertising Age.

Dorland moves on Dancer 3
A top executive with Saatchi & Saatchi's Dorland Advertising agency in the U.K. confirmed that Dorland is negotiating to take a new equity position in Dancer Fitzgerald Sample, but denied that the U.K. agency wants to buy Dancer outright.

Admen wait for aftershock 4
Most of Mexico's ad industry escaped serious damage from the worst earthquake in that country's history, but the industry, one of the biggest in Latin America, and dominated by U.S. agencies, may be in for some big ad budget cutbacks following the quake.

AAF taps FTC exec 6
The chief of the Federal Trade Commission's ad regulation unit next month will join the American Advertising Federation in the latest reshuffling of ad industry lobbyists.

Doctors team up 10
"Out-of-the-ordinary" Dr Pepper will take a wacky turn next year when pop sex therapist Dr. Ruth Westheimer joins the Pepper bandwagon, as part of a campaign featuring parodies of her own radio call-in program.

Burger King's momentum ebbs 12
Burger King has found it difficult to sustain the momentum it gained from its 1982 "broiling vs. frying" ad salvo. Awareness of BK's advertising, as measured by Advertising Age's monthly adWatch survey, jumped nearly 16 percentage points after the first campaign broke. Subsequent campaigns have moved the awareness needle by smaller and smaller increments.

Cosmair's dollars and scents 32
The decision by Cosmair's Warner Cosmetics division to drop its Ralph Lauren cosmetics and skincare lines means more new fragrances and increased advertising on existing brands can be expected next year.

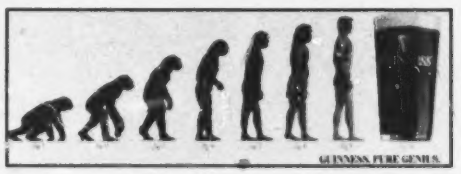
Pressing the Japanese 36
Japanese car and truck marketers may be forced to step up ad spending as competition in the low end of the automotive market intensifies this fall. New competitors from Europe and Asia are joining the fray.

On-Cor takes to tv 42
On-Cor Frozen Foods took on the heavyweights of the low-calorie frozen-entree business in September when it served up a major tv ad blitz produced by commercial comic whiz Joe Sedelmaier. Created by Grant/Jacoby, the campaign marks the first time the Chicago-based food marketer has used tv ads to support the fast-growing On-Cor Lite frozen dinners.

Going out on your own 48
The rewards reaped from starting one's own agency are well worth the risks involved, according to a survey of personnel at small to medium-size agencies. The satisfaction of running their own show more than compensates for the headaches incurred.

A blast from Western's past 87
Western Airlines is using top Hollywood talent, including Gene Kelly, Fred Astaire, William Shatner and Leonard Nimoy, and its former "The only way to fly" slogan in a new campaign it hopes will reestablish it as the dominant airline in the West.

INTERNATIONAL



Pure genius for Guinness 52
U.K. beer giant Guinness Brewing, via Ogilvy & Mather, is launching a new campaign with a global strategy—but not execution—for Guinness beer. The campaign will position the stout as an upmarket brew, but the advertising will look different from market to market.

IBM invokes the gods 53
IBM Corp., in a recent test campaign via J. Walter Thompson Co., Hong Kong, dropped the Charlie Chaplin character as its company spokesman and replaced him with Lu Pan, the patron god of Chinese craftsmen and toolmakers, and Zong Zhi, a Taoist sage.

OTHER NEWS

U.S. ad agencies with interests in Mexico are beginning to organize relief efforts to help the victims of that country's recent devastating earthquake. Page 4.

Time Inc. is moving on two fronts to boost its international unit. In Hong Kong, Time agreed in principle to buy 80% of one of the leading English-language publications in the Far East, *Asiaweek*, from the Readers Digest Assn. In Canada, Time was exploring the possibility of establishing a new Canadian edition of its flagship publication *Time*. Page 38.

Ohlmeyer Advertising, the ad agency half-owned by Nabisco Brands, is being sued by a 64-year-old former senior vp-director of broadcast media on grounds of age discrimination. Page 38.

Times Mirror Co. is firing the latest and largest research salvo in the newspaper industry's running battle with direct mailers and alternate-delivery companies to win the hearts and minds of retail advertisers. Times Mirror is ready to release to major advertisers what the media conglomerate says is the most comprehensive study ever done of the relative effectiveness of the circular advertising format compared with traditional run-of-press advertising. Page 47.

Johnson & Johnson, which often turns to the courts to complain about competitors' advertising, has itself been named in a lawsuit challenging ad claims for its Reach toothbrush. The suit, filed in federal court by Oral-B, a subsidiary of Gillette Co., charges J&J with devising deceptive performance tests for the Reach toothbrush. Page 54.

The growing importance of Jeep to the survival of American Motors Corp. played a key role in the auto maker's decision to consolidate its advertising at Saatchi & Saatchi Compton. Page 80.

Ralston Purina Co. will spend $5 million on the national rollout of the industry's first skinless, boneless canned pink salmon. Ralston is telling retail buyers that figure is nearly triple the ad dollars spent in the salmon industry this year. Page 91.

COMING THURSDAY

Time Inc.'s Richard Stolley is watching the debut of his brainchild, Picture Week, *in a 13-city test, which began Sept. 23 and is to run through yearend. If Time deems test results satisfactory, it would begin early next year a national rollout of the self-styled "magazine of news and human interest."*

Special Report examines the magazine industry and its changing expectations. After 10 years of outstanding growth, business is leveling off, but that doesn't necessarily mean bad news for everyone.

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Nynex will join videotex venture

By BRIAN MORAN

New York—Nynex Corp. reportedly has pledged $50 million to join RCA Corp. and Citicorp in a $150 million videotex venture.

In joining the three-way venture, the Northeast's Baby Bell operating company would replace J.C. Penney Co., which bowed out of the RCA-Citicorp partnership late last year.

RCA and Citicorp have been searching in earnest for another partner since early summer and reportedly are close to bringing Nynex into the fold.

J.C. Penney is now exploring a videotex project with GTE Corp. and a group of French companies.

A Nynex spokesman declined comment on the report. RCA and

(Continued on Page 94)

Burnett, Needham after Mac?

By SCOTT HUME

Leo Burnett USA and Needham Harper Worldwide will go head-to-nead in a creative shootout for the Assn. of Chicagoland McDonald's Restaurants' $8 million-to-$10 million co-op account.

In announcing these two finalists, the co-op set up a match-up between McDonald's national agency, Burnett, and the shop it succeeded on that account nearly three years ago. Needham officials declined comment on the co-op's announcement, and it was unclear at press time whether the agency would continue to seek the Chicago assignment.

Despite losing McDonald's

(Continued on Page 96)

West Coast news

Arco puts $8M job in review

Atlantic Richfield Co.'s products division, Los Angeles, which includes the company's AM/PM minimarkets, MPG Tune-Up Centers and its retail gasoline business, is reviewing its $7 million-to-$8 million account. The account has been at Foote, Cone & Belding, Los Angeles, since 1978. Chiat/Day, Keye/Donna/Pearlstein, Scali McCabe, Sloves, all Los Angeles, plus the incumbent, will take part, as will a few others. Della Femina, Travisano & Partners, Los An-

(Continued on Page 92)

ADWATCH

BK sees ad awareness slipping away

By SCOTT HUME

Burger King's "Battle of the burgers" marketing strategy appears to be losing its sizzle.

The nation's No. 2 hamburger chain changed the focus of fast-food restaurant advertising nearly overnight in the fall of 1982 when it launched its "broiling vs. frying" campaign. Tough, comparative advertising—some called BK's approach snide—suddenly was acceptable in what had been a fairly gentlemanly marketing arena.

In the months since BK's ad assault, harder-edged advertising has evolved into a necessity as competition in the maturing market has sharpened. Another effect has been a steady increase in ad spending, especially for tv advertising, by the nation's chains.

But Burger King has found it increasingly difficult to sustain the momentum it gained from that initial ad salvo, although it has tried heartily and spent heavily. Awareness of BK's advertising, as measured by Advertising Age's monthly adWatch survey, jumped nearly 16 percentage points in October, 1982, after the first "Broiling vs. frying" campaign broke. Subsequent campaigns under its continuing "Aren't you hungry?" theme have moved the awareness needle by smaller and smaller increments.

In June of this year, Burger King launched one of its most important and most heavily supported ad campaigns since the burger battle broke out. The $30 million campaign (AA, May 13) announced that it had enlarged its flagship Whopper hamburger by nearly 20% in weight and enlisted a bevy of tv personalities (Mr. T, Mr. Bill, Loretta Swit, Bruce Weitz and others) to deliver the news.

The results: In the July adWatch survey, 19% of the 1,000 persons nationwide asked to name the first fast-food advertising that came to mind named Burger King, a 3.6 percentage-point increase from its 15.4% share in June.

In August, $30 million later, the thrill was gone. Last month, Burger King's advertising came to mind first for only 13.4% of the sample, a 5.6 percentage-point drop from July. That decline put the chain's ad awareness score lower than it has been since November, when it still was looking for a way to combat the success of Wendy's "Where's the beef?" and subsequent campaigns.

Last month, BK's share of top-of-mind awareness was in third place, behind leader McDonald's (36.2% of first mentions) and Wendy's (14.8%). In other words, BK's awareness this summer took one step forward, then two steps back.

The mid-August campaign featuring the "He-Man and Masters of the Universe" characters (AA, Aug. 19) seemingly didn't do anything to help its score (although the September survey results may yet reflect some gain). Those spots were targeted primarily to children, but still represented a hefty, $20 million effort.

Clara Peller and Wendy's proved that unexpected creative can boost ad awareness even for a chain that is outspent by its competitors. But those increases are hard to maintain over time. While BK and Wendy's have sought to sustain their creative momentums, McDonald's has been steadily and sharply increasing its league-leading tv advertising budget.

Through the first six months of 1985, McDonald's spent $143.3 million on tv advertising ($88.4 million of it on network), according to figures released last week by the Television Bureau of Advertising. Over-all, that was a 40% increase compared with what Big Mac spent during the first two quarters of 1984.

Burger King's tv advertising bill during that period came to $64.1 million ($26.9 million on network). That was only a 5% increase compared with the same period in 1984, as BK readied for the second-half Whopper and He-Man spending spree.

Wendy's tv budget increased 12%, to $37.7 million ($19 million on network). It, too, set its sights on the second half, launching its $15 million "Choose fresh. Choose Wendy's" campaign last month (AA, Sept. 9).

But the legacy of Burger King's lesson that fast-food has become a marketing-driven industry continues. Ad spending is increasing at more than just the big burger chains. Domino's Pizza spent $7.5 million from January to June (including $4.3 million on the networks), up 313% from last year's first-half, all-spot tv budget.

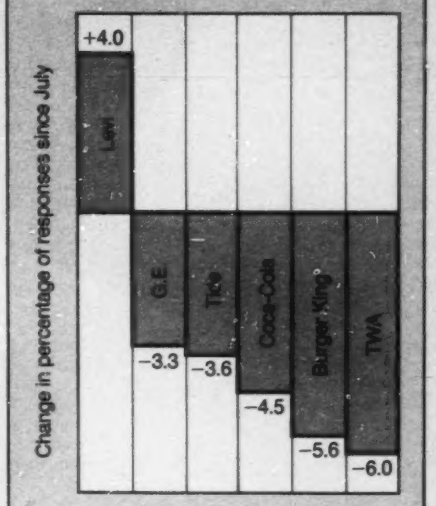
Taco Bell, heavily backing its Pizzazz pizza item, boosted spending 61% to $19.5. Church's Fried Chicken spent $6.1 million, up 62%. Long John Silver's, with its new "Sounds good to me" campaign, boosted spending to $11.7 million from $9.3 million.

AdWatch is a joint project of Advertising Age and SRI Research Center, Lincoln, Neb. Ad aware-

(Continued on Page 88)

August winners, losers

Question: Of all the advertising for (product category) you have seen, heard or read in the past 30 days, which ad first comes to mind? *Note:* A change of plus or minus 2.8 percentage points is statistically significant. *Source: SRI Research Center Inc., Lincoln, Neb.*



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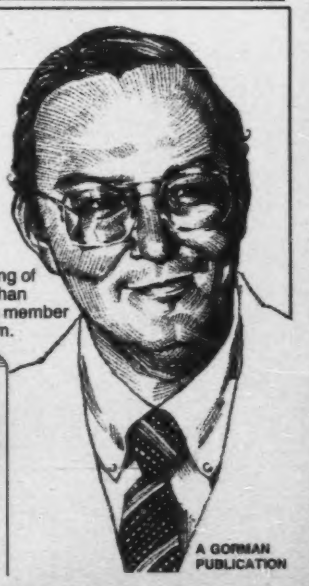
The Boston Herald!

Represented nationally by Branham Newspaper Sales.

Sources: Simmons-Scarborough and Scarborough Newspaper Studies, 1984/1985.
New England Newspaper Association Linage Reports, June 1984, 1985.

Here's Joe...

Joe Scheringer, Grocers' Spotlight's Special Assignment Editor, is one of the most knowledgeable people in the food industry. He is nationally known for his best-read feature "THE COLUMN" and for his inciseful reporting of major industry conventions. For more than nineteen years he has been a valuable member of our "professionally yours" news team.



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A GORMAN PUBLICATION

AdWatch

(Continued from Page 12)

ness is measured by asking a nationally projectable sample of consumers to name advertising in a variety of product categories that first comes to mind from all seen, heard or read in the previous 30 days.

In August, 1,000 adults were questioned by telephone. Under adWatch methodology, an increase or decrease of 2.8 percentage points is considered statistically significant and attributable to more than sample variation.

In the other long-running ad-awareness battle, last month some of the fizz began to come out of Coca-Cola's dominance.

Coke, whose share of first mentions in the soft-drink category grew from 27% in January to 53.4% in July, had a gulp taken out of its lead in August as the flurry of attention given the reformulation and Coca-Cola Classic introduction subsided. But its advertising still is No. 1 in consumers' minds by a wide margin. Last month, 48.9% of the sample said Coke's ads came to mind first, down 4.5 points from July. Pepsi held steady in the No. 2 slot at 25.7% of first mentions; 7UP was third with 2.2%.

Among other significant changes in the August survey results:

- The single largest loser in last month's survey was TWA. Its share of first mentions in the **airlines** category dropped six points to 9.2% of first mentions from 15.2% in July. That decline also moved it from the No. 2 to the No. 3 slot behind United (18.4%) and Delta (10.9%, up 5 points). Just as some of TWA's awareness gain appeared to come from its involvement with the Lebanese hijacking incident, so, too, some of Delta's gain may have been the result of the plane crash in Dallas.
- Levi Strauss returned to a double-digit share of first mentions in the **apparel** category for the first time since February's 10.8% score by gaining four percentage points in August to a 13.4% share. Jordache remained No. 2 with 4.6%; Sears remained No. 3 with a 3.3% share.
- Advertising for no brand but Procter & Gamble's Tide ever has registered a significant gain or loss of share in the **laundry products** category. Probably because no other brand has a large enough share or top-of-mind awareness to make such a swing possible. August was a "down-glitch" month for Tide, its share of first mentions dropping 3.6 points to 25.6% from 29.2% in July. All moved into the No. 2 slot by a whisker with 4.1%, easing ahead of Cheer's 4%.
- The top 10 in unaided awareness (without a specific product category mentioned) in August were, in descending order: Coca-Cola, Pepsi, Miller/Miller Lite; Budweiser/Bud Light; McDonald's; Burger King; Wendy's; Pizza Hut; Tide, and AT&T.#

For additional information or data, contact: Gary Gabelhouse, SRI Research Center, 301 S. 68th St., Lincoln, Neb. 68506. Phone: (402) 489-0351.

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Pepper

(Continued from Page 10)

unidentified top recording artists. Dr Pepper is woven into the lyrics of each song, some of which are two minutes long. Pop, middle-of-the-road, country and rock are all part of the lineup.

A male singer in one spot warns that "You can take me to the cleaners, but leave my Dr Pepper behind." That will be followed by a parody response sung by a female singer.

Three new tv spots for Diet Dr Pepper, combined with the sure-to-be-talked-about Dr. Ruth radio spots, reflect the company's belief that its problems in the diet soft-drink market relate to marketing rather than to formulation.

Dr Pepper, though, is going along with bottler requests that it test a 100% NutraSweet diet version. That product soon will be in two as-yet-unidentified test markets for an almost yearlong test.

The company, however, still thinks the appeal of 100% NutraSweet soft-drink formulas is more a matter of perception than taste. Dr Pepper is concerned about the stability and shelf life of 100% NutraSweet soft drinks, because its brand remains on many shelves longer than brands of its leading competitors, Mr. Hamlin said.

Thus, Dr Pepper is boosting support of its diet brand with three new tv spots, also with science-fiction-inspired story lines.

Dr Pepper's love affair with the beast Godzilla will extend into 1986 with a sequel to this year's spot. "Godzilla Too" picks up with Godzilla's thirst having been appeased by regular Dr Pepper.

Now comes "Mszilla," a *femme fatale* monster wearing a polka-dot bow on her head. As she storms in a rage along Tokyo harbor, toppling buildings in her path, Godzilla becomes smitten with her and ultimately wins her affection with a Diet Dr Pepper.

A spot titled "Droids" portrays efforts to ferret out the real human being from the computerized replicas. The efforts succeed when the human selects Diet Dr Pepper, and the droids choose their ordinary diet soft drink.

"You can teach a replicant to drink—but you can't teach it to taste," the spot concludes.

The new Diet Dr Pepper theme line is "Diet Dr Pepper. The taste for out-of-the-ordinary bodies."

Dr Pepper will turn to a "burst" media strategy in 1986, when it will try to concentrate its $25 million-plus budget in roadblock-type bursts and in sponsorship of key media events.

A July 4 burst will be augmented by a four-week national Screen Vision buy, in which spots will be placed in movie theaters.

Also, Dr Pepper will continue its heavy schedule with MTV: Music Television and will introduce a syndicated tv program being produced by Young & Rubicam, New York, Dr Pepper's agency.

The program, initially a 13-week series, is entitled "The Canned Film Festival" and features a series of what Mr. Hamlin said are "the worst movies ever made, so bad that they are classics."

Lorraine Newman, a former "Saturday Night Live" regular and a star of the recent movie "Perfect," will host the exclusive Dr Pepper series.

Y&R's team for the 1986 Dr Pepper campaign included Louis DiJoseph, creative director and art director; copywriter Lee Kovel, and producer Christine Jones. Director Bob Brooks of BFCS, London, directed the tv spots. HEA Productions, New York, created the music. Copywriters Victor Levin and Howard Gould generated the Dr. Ruth radio spots.#

Strickland heads ad group

CHARLOTTE, N.C.—Downs Group account exec Kirby Strickland has been elected 1985-86 president of the Carolinas chapter of the Business/Professional Advertising Assn.

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